

Exercise 4. The play in SMART

Step I.: Write your aim:

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Step II.: Make sure your aim is:

1. **SPECIFIC** – a detailed description of the specific type of business activity described in detail; specified company profile, products / services, recipients

YES

NO

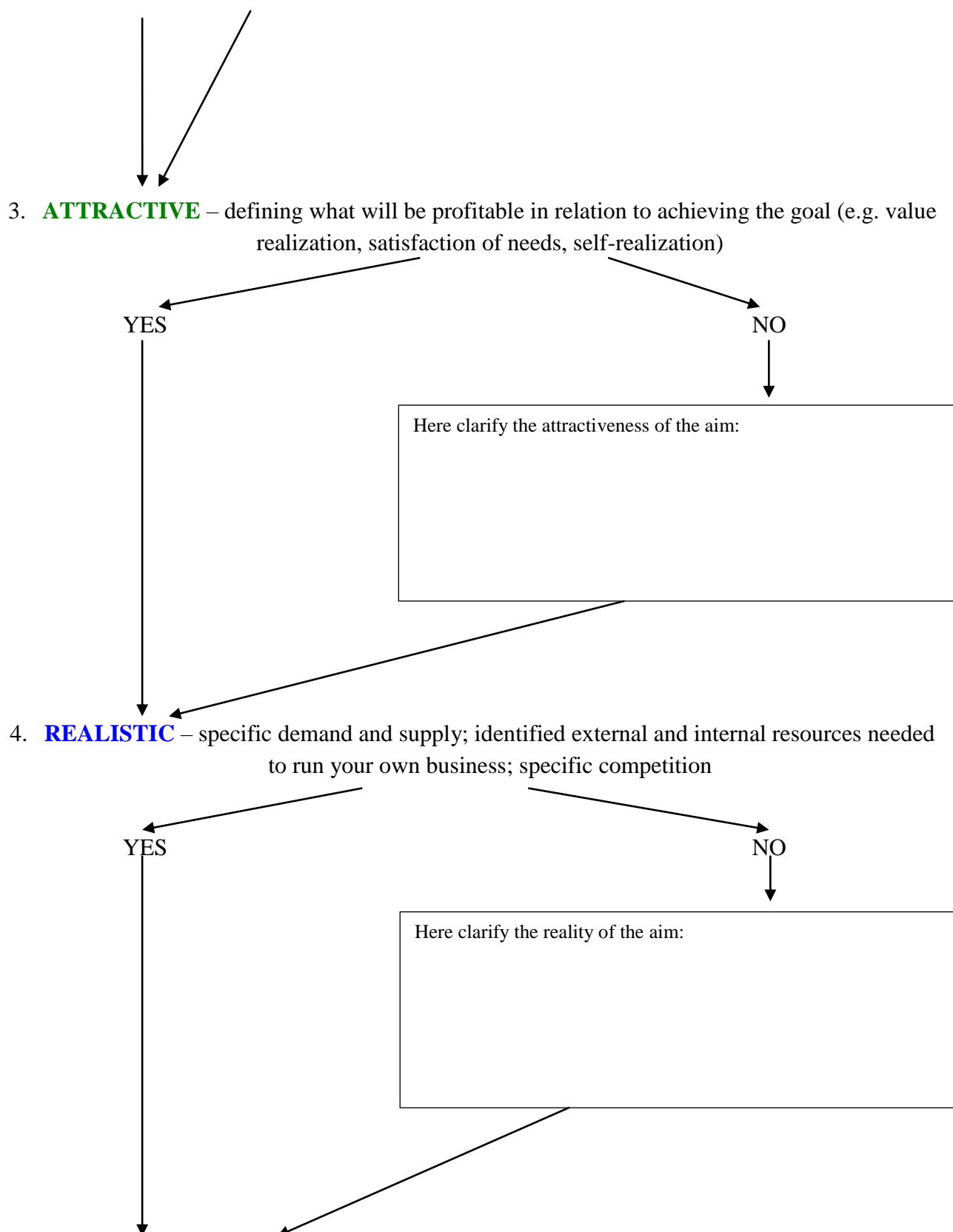
Here clarify your purpose:

2. **MEASURABLE** – determined monthly costs of managing a company; amount of the monthly income which is supposed to be achieved from managed activity

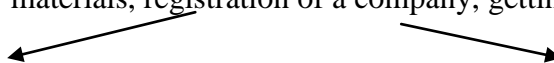
YES

NO

Here clarify measure of the purpose:



5. **TIME BOUND** – specific deadline for applying for a grant, purchase of machinery / equipment / materials, registration of a company, getting first income



YES

NO

Here define the terms related to the aim:

6. **ECOLOGICAL** – inspection in what way this purpose influences persons from your surroundings, your other aims

YES

NO

Here clarify the ecology of the aim:

Congratulations! You developed your purpose. And now follow the last step in the SMART Principle and fill it with writing again, considering what you developed.

Step III.: My aim:

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